

IN THE CLAIMS

1. (Canceled)

2. (New) A method of coupling a content tag with content, the method comprising:

associating the content tag indicating a type of service in accordance with the content, wherein the content tag is created and associated with the content at the point of origination of one selected from a group consisting of a client and a server;

reading the content tag in an instance of network transmission;

generating flow information for the content, the flow information including information specifying the type of service indicated in the content tag;

transmitting at least part of the content according to the type of service specified by the flow information; and

providing the at least part of the content to a user requested location.

3. (New) The method according to claim 2, wherein the content is electronic data.

4. (New) The method according to claim 2, wherein the content is media content.

5. (New) The method according to claim 2, wherein the flow information for the content is generated at the location where the content is originally published or where the content is originally transmitted.

6. (New) The method according to claim 2, wherein the transmitting at least part of the content includes:

transmitting the content according to the type of service specified by the flow information over a peer-to-peer network.

7. (New) The method according to claim 2, wherein the content tag enables control on distribution of the content by at least one selected from a group consisting of an owner of the content, a peer-to-peer network, and a service provider.

8. (New) The method according to claim 2, further comprising:
identifying a type of content in order to provide specific transport service to differing types of content.

9. (New) The method according to claim 8, wherein identifying a type of content includes:
reading the content tag.

10. (New) The method according to claim 8, wherein the specific transport service includes at least one selected from a group consisting of a predetermined

amount of bandwidth, a quality of service, a transmission attribute, an amount of packet loss, and an amount of jitter.

11. The method according to claim 10, wherein the specific transport service is an amount of bandwidth.

12. (New) The method according to claim 2, wherein associating the content tag with the content includes:

associating a multi-element content tag with the content.

13. (New) The method according to claim 2, wherein associating the content tag with the content includes:

associating a content tag, wherein the content tag is configured such that the content tag is extendible while remaining machine readable.

14. (New) The method according to claim 13, wherein remaining machine readable content tag includes remaining at least one selected from a group consisting of electronic and data encoded.

15. (New) The method according to claim 2, further comprising:
authenticating the distribution allowed for the content, and
authorizing only the allowed distribution for the content.

16. (New) The method according to claim 15, wherein the distribution authorized includes geographic restrictions.

17. (New) The method according to claim 2, wherein the user requested location is a device.

18. (New) The method according to claim 17, wherein the device is one selected from a group consisting of personal computer, a minicomputer, a microcomputer, a mainframe computer, a personal digital assistant, a hand-held device, a set-top box, a cellular telephone, an IP telephone, a videophone, a videogame machine, a television, and a personal video recorder.

19. (New) The method according to claim 16, wherein generating the flow information for the content further comprises:

retrieving a transport profile corresponding to the content tag from at least one selected from a group consisting of an external database, a look up table, and a Uniform Resource Locator (URL) serving agent.

20. (New) The method according to claim 2, wherein the content tag includes electronic bits of information identifying at least one selected from a group consisting of a type of service, a content class or type, an originator of the content, metadata with searchable descriptors, an authentication Uniform Resource Locator (URL) configured

to enable dynamic authentication, an association with a type of network service, and a content application.

21. (New) A method of inserting a content identifier with electronic data, the method including:

inserting the content identifier in the electronic data at a point of origination of one selected from a group consisting of a client and a server;

reading the content identifier in an instance of network transmission;

determining a type of transmission service to accord the electronic data based on information in the content identifier;

transmitting at least part of the electronic data according to the determined type of service; and

providing the at least part of the content to a user requested location.

22. (New) The method according to claim 21, wherein transmitting the at least part of the electronic data includes:

transmitting the electronic data over a network in which clients and servers are distributed such that an owner of the electronic data does not own the server element on which the electronic data is stored.

23. (New) The method according to claim 22, wherein the electronic data is media content.

24. (New) The method according to claim 23, wherein the content identifier enables control on distribution of the media content by at least one selected from a group consisting of the content owner, the network, and a service provider.

25. (New) The method according to claim 21, wherein the user requested location is a device

26. (New) The method according to claim 25, wherein the device is one selected from a group consisting of personal computer, a minicomputer, a microcomputer, a mainframe computer, a personal digital assistant, a hand-held device, a set-top box, a cellular telephone, an IP telephone, a videophone, a videogame machine, a television, and a personal video recorder.